

Paper 360-2010

Building a Customer-Centric Merchandising Framework

Jason Gautereaux, SAS

ABSTRACT

Today more than ever, employing and executing a customer-centric strategy is imperative. Leveraging customer demand and insight to create assortments that cater to the individual and diverse need of the customer can separate you from the competition. SAS® has created a business process and solution framework that enable retailers to efficiently and effectively execute customer-centric strategies to drive top-line sales, profitability while mitigating risk in excess, and out of stock inventory.

No paper was submitted for publication in the *Proceedings*. Check <http://support.sas.com/rnd/papers/> or contact the author.

CONTACT INFORMATION

Jason Gautereaux
SAS
jason.gautereaux@sas.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.